

National Gallery of Victoria

Redefining its essence

Situation

The National Gallery of Victoria had grown into multiple exhibition spaces.

The NGV felt that it needed to clearly (re)define its essence to ensure consistency in decision making and internal and external behavior.



Approach

Through a series of interviews and workshops using ConceptSnap™ and HuTrust® we helped NGV marketing and management define what they wanted to be trusted for.

Based on the trust drivers we developed a compelling trust essence. After board approval we redeveloped the NGV brand architecture, defining compelling propositions for existing and future extensions.

Result

A clear and inspiring essence and a future proof brand architecture that is easy to understand for the public.



Mext as a sponsor for one of NGV's art shows.